

Note for Meurer, Meg

From: Tomei, Robert
Date: Mon, Jan 18, 1993 3:16 PM
Subject: Racing Catalog
To: Meurer, Meg
Cc: Alter, Susan; McMahon, Kathy

200,000 EVENTS
400,000 Media

600,000

1/18

Meg:

As we discussed last Thursday, the following information is required in order for us to forecast estimated redemption rates:

1. Specific items and cost.
2. Consumer requirements - cash only, upc + cash, upc + p&h.
3. Direct Mail Circulation - Marlboro smokers vs. Competitive smokers.

Once this information is provided, we will conduct the redemption forecast. Please provide this information as soon as possible, so that our scheduled meeting for this Friday will be beneficial. Without this information, there is no reason to hold this meeting.

Thanks

RT

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